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**Board of Directors Meeting Minutes**

July 22, 2022 8:30 am

Via Zoom Video Conference & 753 S. Main St., Angels Camp, CA

The meeting was called to order at 8:38 AM by Morgan Gace. This meeting was held via Zoom Video Conferencing and in-person at the Angels Camp Museum.

Board Members Present: Mark Silverstone, Kathy Collins, Sarah Lunsford, Jeremy Leonard, Amber Sprock, Morgan Gace

Absent Members: Kathy Gallino, Sandra Hess, Susan Weatherby

Advisors Present: Matthew Kelly

CVB Staff Present: Martin Huberty, Jessica Johnson

1. Approval of June Board Meeting Minutes: Mark Silverstone said to correct wording to “Mark S. suggested creating trellises for entrance of Wine Pavilion for 2023 Fair”. Kathy Collins motioned to approve the minutes with corrections. Jeremy Leonard second. All were in favor. None opposed. None abstained.

2. Approval of June P&L Financial Report: The museum saw its highest ever admissions and surpassed the $75,000 goal. Bookkeeping was over for the year to cover for Jessica being out for 2.5 months. Accountants Wheeler and Egger amount was over because they completed the 19/20 review and the 20/21 review in the same fiscal year. Jeremy Leonard motioned to approve the May financial report. Kathy Collins second. All were in favor. None opposed. None abstained.

3. Review of Domo Madden Website Report, Marketing and Social Media Reports from Hook, Line, & Thinker for June: Martin is still waiting for the next report from the new rep at Madden Media. The goal of the CVB continues to focus on bringing tourists to Calaveras using social media posts about outdoor attractions, local events, and local businesses. The newest FFAS contest will begin this month after Martin meets with HLT on Tuesday. Martin is still hoping to get the breakdown of tourists vs. locals who interacts with our social media. June – most people visiting our site were looking for Things to Do and Events, and historically most people were looking for Natural Resources and Attractions. CVB – 1,117 visitors & 141 calls.

4. **MARKETING: National Geographic UK, Local Getaway, Richter, Sactown Magazine**

Martin felt it best to forgo attending travel trade shows for now. Instead, he would like to put that money towards other marketing strategies such as the National Geographic UK. Calaveras County will feature an ad in the March 2023 edition of Nat Geo UK – before Europeans begin taking their holidays. Mariposa County is also pushing for European travelers. UK has historically been the biggest visitors to our area. Local Getaways is from the Bay Area and Tuolumne County is also advertising with them to bring in visitors, and it’s easy to track ROI. Richter Entertainment – Martin updated the Calaveras video that will be shown at the concerts. Since Ironstone had to honor all its wedding contracts that were cancelled in 2020, only three concerts were scheduled for 2022. Ironstone offered to return some of the money from the contract or offered a two-years-for-one option which Martin went with. The contract is to show the 30-second Calaveras promotional video at the concerts. The video promotes all the activities offered in Calaveras and plays 8-9 times before the show, then 3-4 times between acts. Sactown Magazine – we have had folks using the free admission to the museum offer in the Spring/Summer 2022 edition.

**5. NEW BUSINESS:**

1. **Contact Information for all Board and Advisory Members:** Martin requested everyone be sure to send him and Jessica their contact information and conflict of interest forms.
2. **Additional Board Members:** The board currently has nine members and needs 11. The City of Angels Camp needs to appoint someone, and it would be best if someone from Wyndham could come aboard to replace Betsy.
3. **Film Commission – Levi Strauss:** This weekend there will be a Levi Strauss photo shood that Martin is working with. Some shots will be done at the Calaveras County Museum and Columbia State Park. Two models from Calaveras County will be in the shoots as well.
4. **CVB 2023 Guides:** The letters and agreements for the 2023 Calaveras Visitors Guide are going out now. Martin welcomes any ideas for next year’s cover and ideas for additional content.
5. **Tour with Les (Fong):** Martin will be touring the county with SBDC (Small Business Association) regional director, Les Fong, Les’ staff, and Sheri with the Calaveras Chamber of Commerce. Gold Rush Tour Company will be providing transportation.
6. **Summer Tour:** Martin is working with Hook Line & Thinker to get young adventure/travel writers to come to the county for a mountain biking or hiking or outdoor activity tour.
7. **Raises for some staff members:** Martin requested raises for three employees: Nola to $17.50/hr.; Bronte to $17.00/hr; & Jessica to $26.00/hr. Also, to hire Gail Bunge at the Murphys Information Center at $16.00/hr for 12 hours per week. Jeremy L. motioned to approve. Sarah L. second. All were in favor. None opposed. None abstained.

6. **OLD BUSINESS:**

1. **Museum Update:**  New insulation is being installed in the main building. This will help reduce energy usage/bills and keep the area cool enough to avoid shutting down. Right now, it doesn’t look great, but Martin has ideas to make it look better. The pole barn was too hot to keep open last weekend, but lots of people toured the rest of the museum or $5 entry. Martin is working on the Calaveras Voices which is funded by a CCF grant to record the old-timer’s voices. Manuel Crosby, local filmmaker, will be working with Martin on the project. Martin is also working on the Firehouse exhibit which has to be done by the end of December.
2. **Supervisor –** FPPC and Private Counsel: Calaveras County counsel has told Martin there is no issue for Martin to be District 3 Supervisor and remain Executive Director of the Calaveras Visitors Bureau. Martin would like to get written approval from Calaveras County counsel and the FPPC that they both agree neither sees a conflict of interest.
3. **FFAS Update:** The Frogs For All Seasons quarter 3 contest is about all mediums of frogs – drawing, sculpting, etc. The hope is to use the content for t-shirt sales and/or calendars to sell to pay for the maintenance of the Frog Jump exhibits.

6. **Board Member Updates:**

**Kathy Collins:** Real estate slowed down quite a bit. Air BnB is slower than it has been. Kathy sees some repeat business, possibly the limited concert series has slowed things down. Buyers and sellers are on hold for now.

**Sandra Hess: Not present**

**Sarah Lunsford:** CCTV is moving along. Sarah and a friend are doing a podcast and YouTube presentation of “Copy with Murderers and Ghosts” from around Calaveras County.

**Mark Silverstone:** Mark has been on vacation and getting back into the groove of everything. There is a general growers meeting at 10:00 AM at the Murphys Schoolhouse to discuss increasing consumer contacts, Spring Wine Weekend, and Grape Stomp planning. August 5th a growers education lecture about vertebrate pest control. Martin and Mark will further discuss increasing the gift shop at the Murphys Information Center. Mark asked if Martin would agendize the gift shop ideas for the next CVB meeting. Martin has 5 large wine barrels at the museum that CWA could use at the Murphys Information Center for events. CWA is now sponsoring Murphys Creek Theater.

**Matthew Kelly:** Lake Hogan has settled into the summertime routine. There is lots of activity with the fishermen – striper and boil (?) are being caught. The water levels are decreasing rapidly – down to 50K acre feet and at 32% capacity. The temps have been between 102 and 105. There are four boat ramps – 1 in the campground is currently unusable due to the low water levels. There are two low-water ramps that are currently usable.

**Kathy Gallino: Not present**

**Morgan Gace:** The tour company is sold out for bookings for the July 22nd Ironstone concert and for the Brad Paisley Ironstone concert. Morgan is working on getting more visibility of the company outside the county. Doing lots of weddings in the county.

**Susan Weatherby: Not present**

**Amber Sprock:** There is a new Pioneer tree exhibit with a slice of the tree at the beginning of the trail and information panels. The park is fully open and busy with summer visitors. A portion of the North Grove trail is closed.

**Jeremy Leonard:** All is quiet for now.

Meeting adjourned at 10:21m. Next meeting scheduled for August 11, 2022, at 8:30 AM via Zoom Video Conferencing and at 753 South Main Street, Angels Camp, CA.